

Station WWSB-TV SARASOTA, FL
 Advertiser () POLITICAL ISSUE GROU
 Product DEFEND JUSTICE
 Estimate# 1545
 Buyer JANET KATOWITZ
 Phone#
 Fax#

Agency () THE NEW MEDIA FIRM
 1322 G ST, NE
 WASHINGTON, DC 20003
 Agency C/P1/P2/E 361/379/1545
 Flight Dates 10/16/2012 - 10/22/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () BRAD PHILLIPS
 Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

DEFEND JUSTICE FROM POLITICS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS
 COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST
 CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN
 ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO
 RACE OR ETHNICITY.

--- REMARKS ---

NEW DEFEND JUSTICE FROM POLITICS ORDER
 PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	7A-8A	GMA	:30	\$350.00	10/16-10/19	2	1	2	\$700.00	
	2	M	7A-8A	GMA	:30	\$350.00	10/22-10/22	1	1	1	\$350.00	
	3	TU-F	8A-9A	GMA	:30	\$350.00	10/16-10/19	2	1	2	\$700.00	
	4	TU-F	530P-6P	NEWS	:30	\$450.00	10/16-10/19	2	1	2	\$900.00	
	5	M	530P-6P	NEWS	:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
	6	TU-F	6P-630P	NEWS	:30	\$750.00	10/16-10/19	2	1	2	\$1,500.00	
	7	TU-F	7P-730P	WHEEL	:30	\$400.00	10/16-10/19	1	1	1	\$400.00	
	8	TU-F	730P-8P	JEOPARDY	:30	\$400.00	10/16-10/19	2	1	2	\$800.00	
	9	TU-F	11P-1135P	NEWS	:30	\$650.00	10/16-10/19	3	1	3	\$1,950.00	
	10	TU-F	1135P-1205A	NITELINE	:30	\$225.00	10/16-10/19	2	1	2	\$450.00	

Rep Order# 9780252 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/16/2012 9:39 AM
Last Received: 08/15/2012 4:31 PM
Showing Buylines: All Lines

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Agency () THE NEW MEDIA FIRM
1322 G ST, NE
WASHINGTON, DC 20003
Agency C/P1/P2/E 361/379/1545
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SA	630P-7P	NEWS	:30	\$425.00	10/20-10/20	1	1	1	\$425.00	
	12	SA	7P-730P	WHEEL	:30	\$425.00	10/20-10/20	1	1	1	\$425.00	
	13	SU	630P-7P	NEWS	:30	\$425.00	10/21-10/21	1	1	1	\$425.00	

---REPORT TOTALS---

Report Totals: 21 / \$9,475.00

---SALES MONTHLY TOTALS---

Oct 12: 21 / \$9,475.00
Sales Totals: 21 / \$9,475.00
Station Totals: 21 / \$9,475.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$157,917

CABL 0%	UNKN 94%	WBSV 0%	WFLA 0%	WFTS 0%
WTOG 0%	WTSP 0%	WTTA 0%	WTVT 0%	WWSB 6%

---COMPETITIVE COMMENTS---

SHARES EST - WILL FOLLOW UP

Books null
Demos RA35+

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

www.wwsb.tv

And:

THE NEW MEDIA FIRM
904 PENNSYLVANIA AVE SE
SUITE 2
WASHINGTON, DC 20003

Contract / Revision 31481 /		Alt. Order # 09780252
Product 1545/DEFEND JUSTICE		
Contract Dates 10/16/12 - 10/22/12		Est. # 1545
Advertiser DEFEND JUSTICE		Original Date / Revision 08/20/12 / 08/20/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WWSB	Account Executive BRAD PHILLIPS	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 361	Product Code 379
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	10/16/12	10/19/12	Good Morning America	7-9a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$350.00			
N 2	7	10/22/12	10/22/12	Good Morning America	7-9a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$350.00			
N 3	7	10/16/12	10/19/12	Good Morning America	7-9a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$350.00			
N 4	7	10/16/12	10/19/12	ABC 7 News at 530p	530-6p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$450.00			
N 5	7	10/22/12	10/22/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$450.00			
N 6	7	10/16/12	10/19/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$750.00			
N 7	7	10/16/12	10/19/12	M-Sa 7-730p	MILLIONAIRE		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$400.00			
N 8	7	10/16/12	10/19/12	M-Sa 730-8p	MILLIONAIRE		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$400.00			
N 9	7	10/16/12	10/19/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				3	\$650.00			
N 10	7	10/16/12	10/19/12	Nightline	1135p-12:02:05a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$225.00			
N 11	7	10/20/12	10/20/12	ABC 7 Sat News at 63	630-7p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$425.00			
N 12	7	10/20/12	10/20/12	M-Sa 7-730p	WHEEL		:30			NM	1	\$425.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

<u>Contract / Revision</u>	<u>Alt. Order #</u>
31481 /	09780252

<u>Contract Dates</u>	<u>Product</u>	<u>Est. #</u>
10/16/12 - 10/22/12	1545/DEFEND JUSTICE	1545

<u>Advertiser</u>	<u>Original Date / Revision</u>
DEFEND JUSTICE	08/20/12 / 08/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount											
<table><tr><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td></tr><tr><td>Week: 10/15/12</td><td>10/21/12</td><td>-----S-</td><td>1</td><td>\$425.00</td></tr></table>												<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	Week: 10/15/12	10/21/12	-----S-	1	\$425.00		
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																			
Week: 10/15/12	10/21/12	-----S-	1	\$425.00																			
N 13 7		10/21/12	10/21/12	ABC 7 Sun News at 63	630-7p		:30			NM	1	\$425.00											
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																			
Week: 10/15/12	10/21/12	-----S	1	\$425.00																			
Totals											21	\$9,475.00											

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	21	\$9,475.00	\$8,053.75
Totals	21	\$9,475.00	\$8,053.75

Signature: _____ **Date:** _____

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